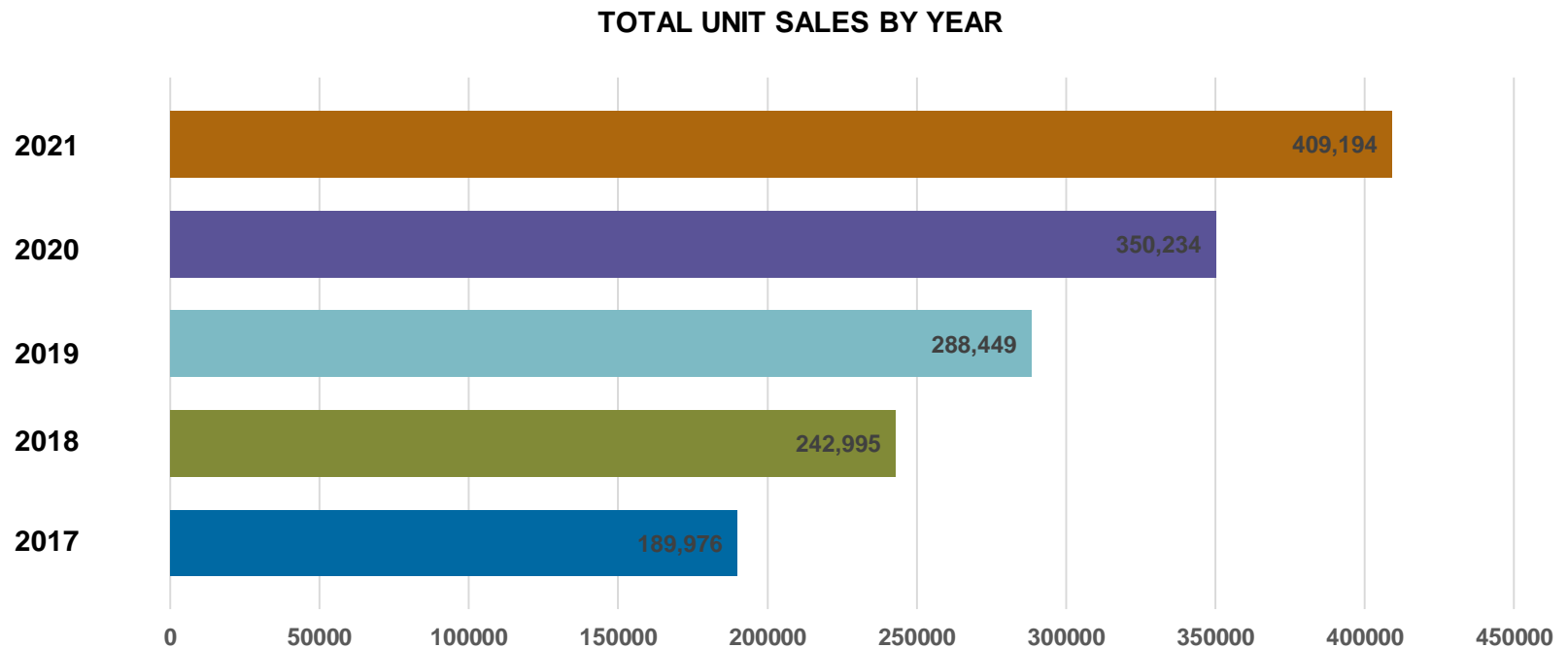

Data-Driven Storytelling Presentation :

Shifting our sales mix towards more online retailer accounts and our top 5 performing accounts will drive greater sales growth.

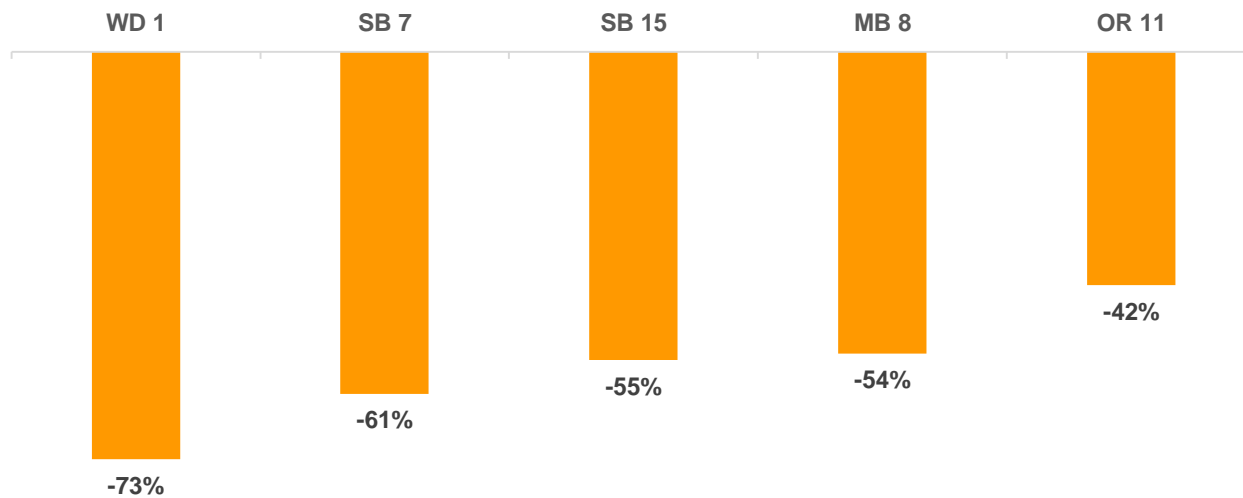
Overall, our unit sales growth has been good, with a 5 year CAGR of 21%



IT COULD BE MUCH BETTER.

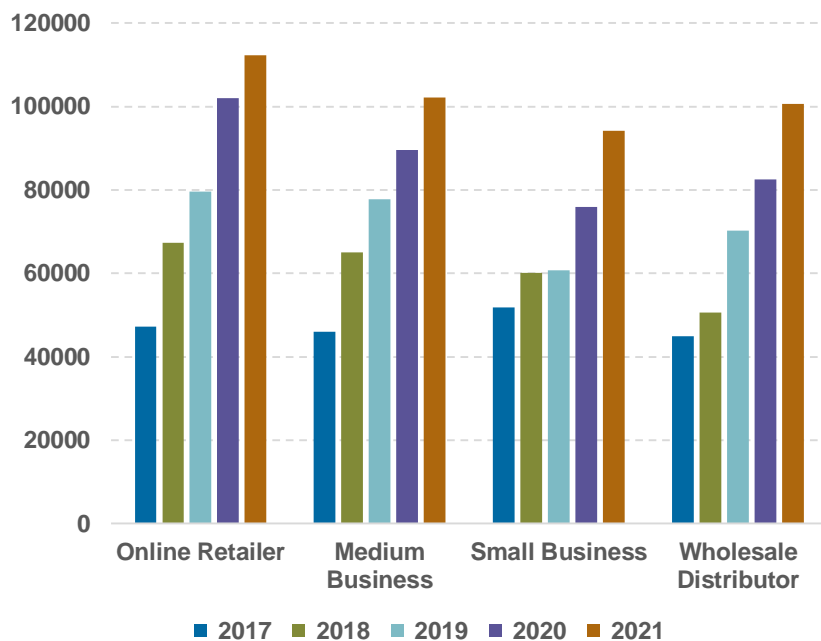
We have some very poorly performing accounts which should be closed to free up the resources to drive sales growth elsewhere.

5 YEAR CAGR FOR TOP 5 WORST PERFORMING ACCOUNTS

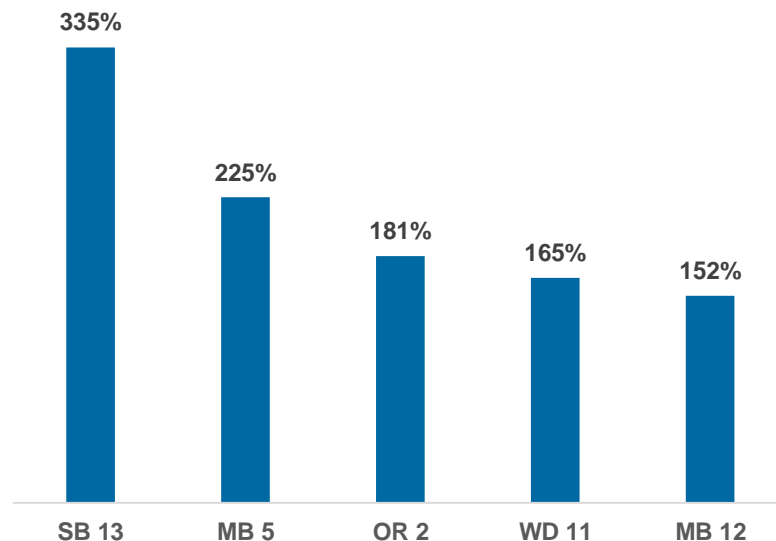


Shifting our sales resources and our sales mix toward more online retailer accounts and our top performing accounts would drive greater sales growth.

Unit Sales by Account Type and Year

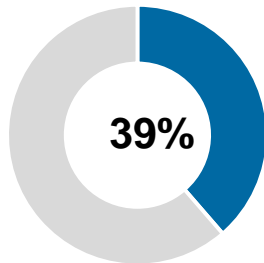


5 YEAR CAGR FOR TOP 5 BEST PERFORMING ACCOUNTS

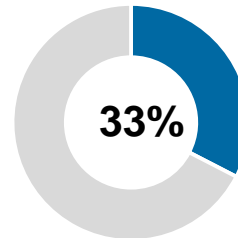


MARKETING/PROMOTION MIX EFFECTIVENESS

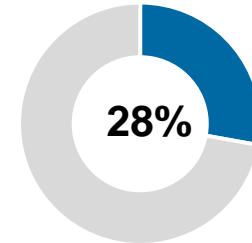
SOCIAL MEDIA



COUPONS

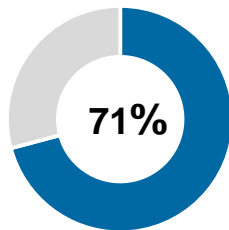


POSTERS



While Social Media, discount offerings and posters have played a good part in marketing and promoting our products,

CATALOGUE
INCLUSIONS



Its “Catalogue inclusions” which have proved to be the most effective in terms of maximizing the product mixes market growth.

Summary

While our overall sales performance has been good, it could be much better.

Closing some very poorly performing accounts would free up sales and marketing resources that would be more profitably invested elsewhere.

Over the last five years, our strongest sales growth has shifted to the online retailer account type.

Investing the freed-up sales and marketing resources into our online retailer accounts and our top 5 performing accounts would drive the most sales growth.

We recommend closing these underperforming accounts immediately and launching an effort to identify the highest potential accounts for increased sales and strategize a marketing/promotion campaign mainly through catalogues in order to maximize the growth potential.